

Communication, information and Outreach Strategy

Why do we need this?

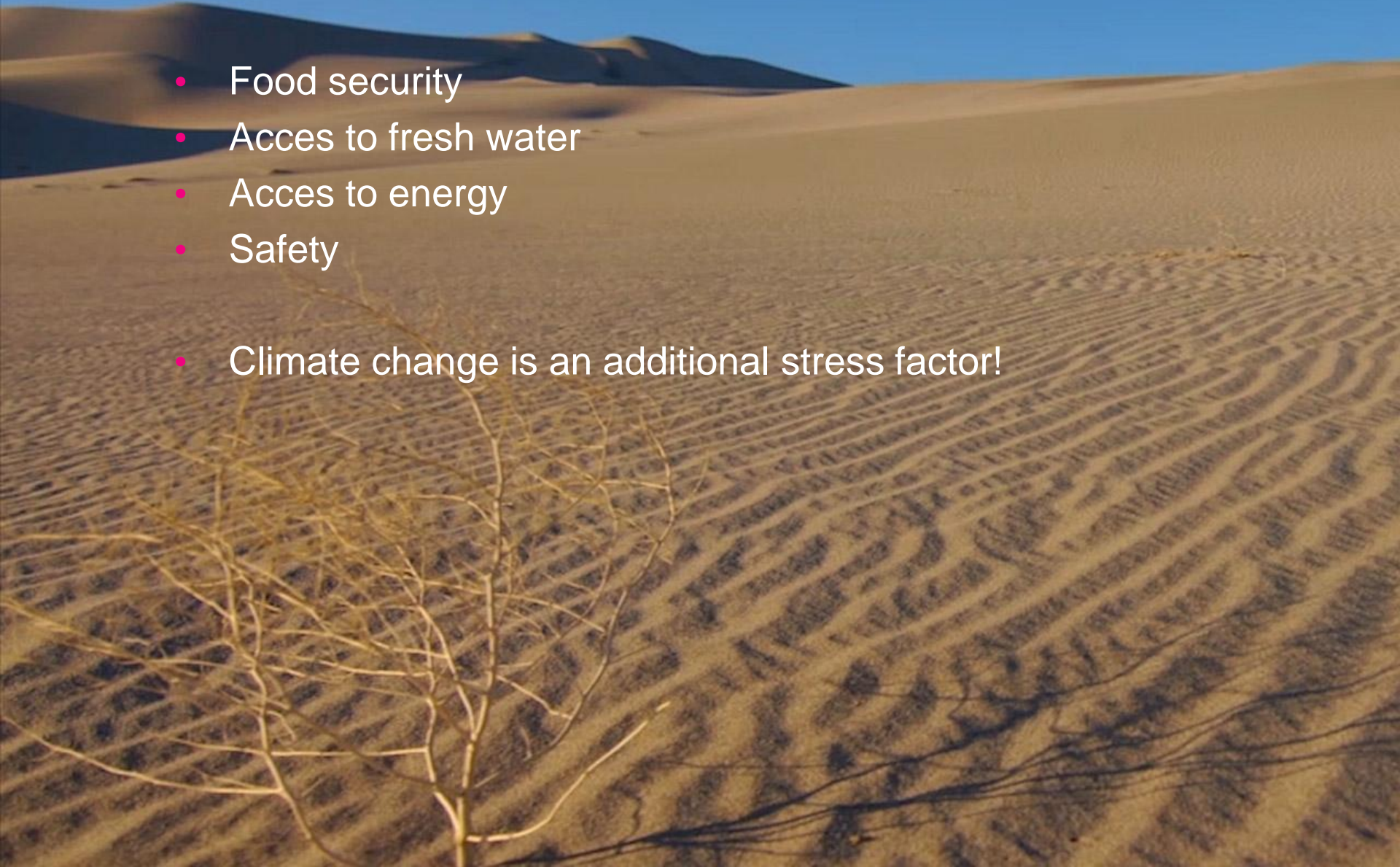
Implementation of adaptation measures too slow
and too many people adversely effected by the
current climate situation!

The added value of the AC has to be clear



Adaptation: it's about..... Basic needs and sustainable development

- Food security
 - Acces to fresh water
 - Acces to energy
 - Safety
-
- Climate change is an additional stress factor!



Vision

In 10 years time...

- *Adaptation is integral part of resilient development of nations*
- *Investments are all climate proof: mitigation as well as adaptation are decision criteria in the financial sector*
- *Adaptation is part of sustainable business development*
- *Adaptation is integral part of education of the new generation*
- *Adaptation is top of mind subject in public and a trending topic in (social) media*
- *Adaptation is of equal importance at COP*



Mission statement

The Adaptation committee exists because they want to significantly speed up the processes that lead to realizing the vision.

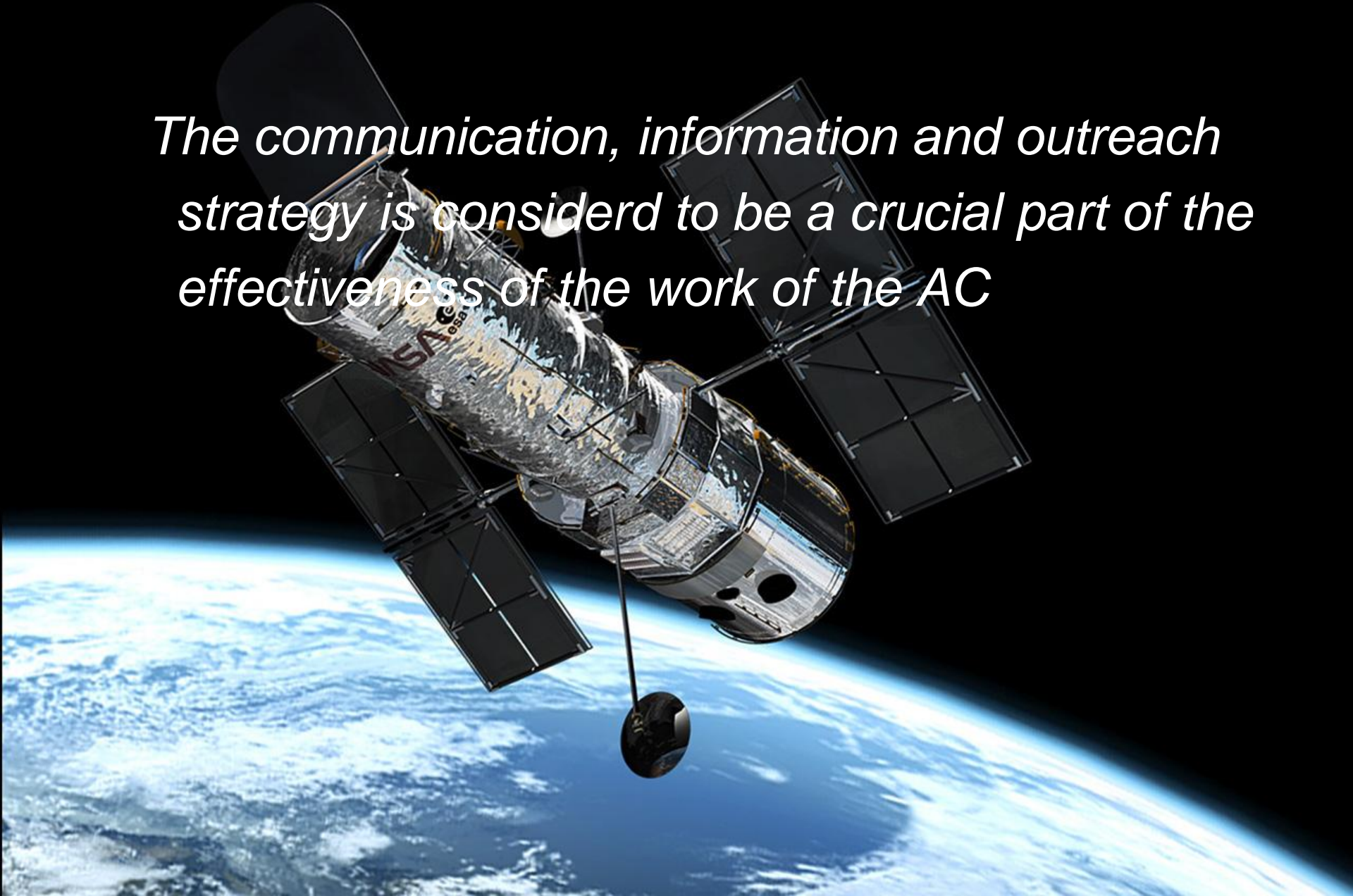
(i.e.: The Adaptation Committee is a success if by the work done by the AC the vision will be realized faster than without the AC).

This is the reason for our existence



Mission statement

The communication, information and outreach strategy is considered to be a crucial part of the effectiveness of the work of the AC



Strategy: how to get there?

- Distinguish between ‘internal’ and ‘external’ communication.
- Internal: bodies under the convention: coherence. We are communicating with our own ‘climate colleagues’. This will be crucial but not directly impact the outside world!
- External: this can be divided into:
 - ‘corporate communication on adaptation as such’, aiming at ‘image building’
 - dedicated communication on target groups, aiming to influence decisionmaking of these groups



- Internal communication

- Use inventory of all relevant bodies under the convention/activities on coherence
- Connect to communication officers/projects
- Involve the communication dept. of UNFCCC to support

- External communication

- Branding 'Adaptation':
 - Reframing? F.e. 'resilient development', positive connotation
 - Looking for 'champions' to adopt the issue ('Mandela')



- External communication

- Identify target groups

- Define the objective and key message per group

- Look for alliances to expand the network

- Means:

- Existing channels of UN

- Adaptation Forum

- Interviews, press releases, press conferences, side events, webpage, social media, broadcast,

Huge ambition, realistic first steps!

1. The Ad-hoc working group prepares a strategy on communication, information and outreach to be discussed in the AC in June

2. The Ad-hoc working group exists of:

- Annemieke Nijhof chair, AC-member
- Clifford Mahlung AC-member
- Klaus Radunsky AC-member
- Tomas Chruszczow AC-member
- Piet de Wildt AC-observer
- Anne Knauer AC-observer
- UNFCCC-communications department

The table of content of the strategy

- Vision, mission
- Guiding principles: objectivity, transparency, consistency, etc
- Communication on the work programm of the AC (time table of deliverables, target groups, expected message, means of communication)
- Communication between bodies
- Way foreward to develop 'external communication'
- Key performance Indicators, Monitoring & Evaluation of the effectiveness of Communication, Information and Outreach

How much time do we have?

Let's start communicate!

